

fashion calendar

XCORL
7/22/57

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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, JULY 18, 1957</u>			
Thursday July 18 4:00 P.M.- 7:00 P.M.	PREVIEW FOR BEAUTY PRESS Parfums Ciro of Paris and New York--"take off" of Flight to Paris". By invitation. Publ: Alice Dowd,	PARFUMS CIRO (681 FIFTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE 424 Madison, N.Y. 5-4248.

Beginning Thursday July 18- July 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 18:</u> Accessories Exhibit; Boutique collection. <u>July 19:</u> La Tessitrice dell'Isola; Giovanelli; Gottinoni; Fontana. <u>July 20:</u> Mingolini-Gugenheim; Eleanora Garnett; Baratta; Cocktail party. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
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Beginning Monday July 22- July 26	OPENING OF FLORENCE COUTURE COLLECTIONS <u>July 22:</u> Millinery show; Adria; Avagolf; Baldini; Giara D'Arno; Glans; Myricae; Valditevere; Vito; Mirsa; Avolio; Bertoli; Emilio. <u>July 23:</u> Carosa; Capucci; Antonelli; Veneziani. <u>July 24:</u> Fabiani; Simonetta; Marucelli; Schuberth. <u>July 25:</u> Guidi; Gregoriana; Centinaro; Sarli; Enzo. <u>July 26:</u> Showings will continue on their premises at Palazzo Strozzi. Contact: G. B. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.	CENTRO DI FIRENZE LA MODA	FLORENCE, ITALY
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Beginning Tuesday July 23- July 26	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 23:</u> Michael Sherard, Michael, Lachasse. <u>July 24:</u> Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. <u>July 25:</u> Mattli, John Cavanagh, Worth, Norman Hartnell, Hardy Amies. <u>July 26:</u> John Cavanagh. Contact: Ann Ryan, 46 Old Bond Street, London, W.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
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WEEK BEGINNING MONDAY, JULY 22, 1957

Thursday July 25 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of bridal fashions at Maurer Originals' showroom. By invitation. <u>Customer showing at 5:30</u> on 4th floor at Saks 34th. Contact: Dorothy Friedman, LA. 4-7000.	SAKS 34TH STREET	MAURER ORIGINALS 491 SEVENTH AVENUE
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Thursday July 25 10:00 A.M. Breakfast	PREVIEW OF 1958 LEATHERS Preview of new leather colors and textures by Amalgamated Leather Co. By invitation. Contact: Ruth Kerr Fries, GR. 3-7693.	AMALGAMATED LEATHER CO. (71 WEST 35TH STREET)	SHERATON-McALPIN COLONIAL ROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 25 10:15 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Arnold Constable will preview their Fall and Winter fur fashions to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK SALON
Sunday July 28- August 1	NAT'L LUGGAGE & LEATHER GOODS SHCW New colors and designs in luggage, trunks, brief cases, travel accessories. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE

Beginning Monday July 29	PRESS SHOWINGS OF PARIS COLLECTIONS July 29: Jean Patou, Claude Riviere, Jeanne Lanvin (Castillo) Bernard Sagardoy, Jean Desses, Pierre Cardin, Vera Borea, Gres. July 30: Anny Blatt, Balmain, Irmone, Ardanse, Irene Dana, Nina Ricci, Madeleine de Rauch, Revillon, Maggy Rouff. July 31: Jacqueline Godard, Jacques Heim, Madeleine de Rauch, A.C.P., Guy LaRoche, J. Fardeau, Michele Lambert, Valentine Bourgade, Jacques Griffe, Bruyere, Carven. August 1: Christian Dior, France Pieri, Hermes, Georgette Renal, Mad Carpentier, Madeleine Vramant, Renee Lise, Raphael. August 2: Charles Montaigne, M. Roger, Michel Tellin, Geo Bilman, Helen Hubert, Raymond Rapein, Raymonde Coste, Catherine Sauve, Line Carmine, Regine Lutece. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
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Monday July 29 9:30 A.M. Breakfast	PRESS PREVIEW OF MIDSUMMER FURNITURE "At Ease At Home"--midsummer furniture featuring high fidelity, television, indoor planters and other elements of leisure living in room decor. By invitation. Publicity: Jane Miller, TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXECUTIVE BOARD ROOM
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BACK-TO-SCHOOL, COLLEGE, CAREER AND FALL PREVIEWS AND OPENINGS

Monday July 29 <i>(28)</i>	SAKS FIFTH AVENUE Informal showings all day of college and career fashions. Press by invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	<i>To College girls in Manhattan will assist customers</i>	7TH FLOOR
Tuesday July 30 <i>Aug. 4</i>	BLOOMINGDALE'S Opening of College and Career Shop. Publ: Margaret deMille, EL. 5-6400.	<i>Miss Pan</i>	3RD FLOOR
Wednesday July 31 9:30 A.M.	MACY'S NEW YORK Macy's will preview their college collection to the press during breakfast. By invitation. Publ: Barbara Moskowitz, OX. 5-4400, Ext. 2910.		13TH FLOOR
Thursday August 1 10:00 A.M.	MARTIN'S (BROOKLYN) Martin's will preview their college collection to the press. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.		6TH FLOOR
Friday August 2 9:30 A.M.	OHRBACH'S Ohrbach's will preview their college and career collection to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000.		4TH FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL, COLLEGE, CAREER AND FALL PREVIEWS AND OPENINGS (Continued)

Monday	ARNOLD CONSTABLE	3RD FLOOR
August 5	Arnold Constable will present their college collection to the press.	
10:00 A.M.	By invitation. Publicity: Gloria Geis, MU. 5-2300.	
Monday	LORD & TAYLOR	5TH FLOOR
August 5	Opening of college shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 324.	
Tuesday	GIMBELS	3RD FLOOR
August 6	Gimbels will preview their college collection to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	
10:00 A.M.		
Wednesday	ABRAHAM & STRAUS	7TH FLOOR
August 7	A & S will preview their kindergarten through college collection to the press. By invitation. Contact: Eileen Goldberg, TR. 5-7200, Ext. 661.	
9:30 A.M.		
Thursday	PECK & PECK	260 4TH AVE.(20 ST.)
August 8	Peck & Peck will preview their Fall collection to the press. By invitation only. Publicity: Dorothy Jane Todd, OR. 3-4700.	
9:30 A.M.		
Thursday	STERN'S	3RD FLOOR
August 15	Stern's will open the college shop, with informal modeling by college and young career girls. Publ: Barbara Lawrence, LO. 5-7690, Ext. 570.	
5:00 P.M.		
Monday	BAMBERGER'S (NEWARK)	3RD FLOOR
August 26	Press preview of Bamberger's "College Caravan". By invitation. Publ: Dorothy Parr, Market 4-2400.	
12:30 P.M.		

Monday	LUNCHEON TO INTRODUCE	SLENDERELLA INT'L	HOTEL AMBASSADOR
July 29	NEW PRODUCT		TRIANON ROOM
12:00 Noon	Slenderella will invite the press to a luncheon to introduce their first new product. By invitation. Contact: Bette Crumpacker, Public Relations Assoc., 26 Sixth St., Stamford, Conn., Davis 5-1342.		
Luncheon			
Tuesday	PRESS PREVIEW OF	DARLENE KNITWEAR, INC.	1407 CLUB
July 30	HOLIDAY-SPRING KNITWEAR	(1407 BROADWAY)	1407 BROADWAY
3:30 P.M.	Darlene Knitwear's Holiday-Spring sweater line, styled by Lucille Hyre; also first showing of Emilio Pucci's sweater designs for Darlene. Showing at 4:00 P.M. By invitation. Contact: Lee Brodner, BR. 9-5475.		
Cocktails			
July 31	MACY'S PRESS PREVIEW OF COLLEGE FASHIONS AT 9:30 A.M. (See Pg. 2)		
August 1	MARTIN'S (BKLYN) PRESS PREVIEW OF COLLEGE FASHIONS AT 10:00 A.M. (See Pg. 2)		
August 2	OHRBACH'S PREVIEW OF COLLEGE AND CAREER FASHIONS AT 9:30 A.M. (See Pg. 2)		
August 5	ARNOLD CONSTABLE'S PREVIEW OF COLLEGE FASHIONS AT 10:00 A.M. (See Above)		
August 5	LORD & TAYLOR OPENING OF COLLEGE SHOP. (See Above)		
Beginning	PREVIEW OF SPRING	EINIGER MILLS, INC.	EMPIRE STATE BLDG.
Monday	1958 FABRICS		ROOM 2018
August 5	Showing of luxury wools, worsteds, blends and specialty fiber fabrics for Resort and Spring. By invitation. Contact: Ruth Daly, OX. 5-4800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 6- August 7	SEMI-ANNUAL LEATHER SHOW Fifty-first semi-annual showing of American leathers. Exhibit hours: August 6--9:00 A.M. to 7:00 P.M.; August 7--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
August 6	GIMBELS PRESS PREVIEW OF COLLEGE FASHIONS, AT 10:00 A.M. (See Pg. 3).		
August 7	A & S PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS AT 9:30 A.M. (See Pg. 3).		
Wednesday August 7 2:30 P.M.	SPRING AND SUMMER SHOW STYLE CONFERENCE Fabrics, color and silhouette, including developments in the leather market and shoe design trends. Admission by ticket only. Contact: Edward J. McDonald, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
August 8	PECK & PECK PRESS PREVIEW OF FALL FASHIONS AT 9:30 A.M. (See Pg. 3).		
Sunday August 11- August 15	FIFTY-SECOND JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
Tuesday August 13 9:30 A.M. Breakfast	FABRIC PREVIEW: RESORT AND SPRING COTTONS "American Scene"--Wamsutta's new cottons. <u>Preview for press only, Aug. 13, breakfast at 9:30, show at 10:00. By invitation. Buying offices and retail stores, Aug. 14, breakfast at 9:30, show at 10:00. Open house for trade, Aug. 13, 14, 15; from 2:30 to 5:00, show at 3:30; also Aug. 15 breakfast, with show at 10:00.</u> Contact: Eve Orton, OX. 5-4330, Ext. 318.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday Aug. 13; Aug. 14. 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING AND SUMMER FABRICS Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1958. Showings at 4:30 promptly. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BERKSHIRE HATHAWAY, INC.	1430 BROADWAY SHOWROOM - 18TH FLOOR
August 15	STERN'S SHOWING OF COLLEGE AND CAREER FASHIONS, 5:00-7:00 P.M. (See Pg. 3).		
Saturday August 17 4:00 P.M. Cocktails	FALL FASHION SHOW AT SHAWNEE-ON-DELAWARE "Fall Fashion Festival"--at Fred Waring's Shawnee-on-the-Delaware, featuring fashions by David Crystal, Haymaker, Izod, Hayette Juniors and Lacoste. Press by invitation. Publicity: Terry Mayer at David Crystal, Inc., BR. 9-6560; or Ed Sweet at Shawnee-on-the-Delaware, Stroudsburg, Pa.	DAVID CRYSTAL, INC. (498 SEVENTH AVE.)	SHAWNEE-ON-DELAWARE STROUDSBURG, PA.
Tuesday August 20 9:15 A.M. Breakfast	OPENING OF GIFT SHOP AND AT HOME SHOP Gunther Jaeckel will preview the opening of their new shop to the press, featuring at home fashions; also opening of new gift shop. By invitation. Contact: Rosette de M. Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET STREET FLOOR
August 26	BAMBERGER'S PRESS PREVIEW OF COLLEGE FASHIONS AT 12:30 P.M. (See Pg. 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 27 10:30 A.M. Breakfast	FALL MILLINERY PREVIEW FOR PRESS Gimbels will preview their Fall millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR MILLINERY SALON
Thursday August 29 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Macy's will preview their import collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S	13TH FLOOR EXEC. DINING ROOM
Sept. 2	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 4 9:00 A.M. Coffee	PRESS PREVIEW: NEW SHOE COLLECTION "Vive Promette"--introduction of new shoe collection. By invitation. Contact: Eleanor Friedman, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SHOE SALON
Wednesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS Saks Fifth Avenue will show their custom-order collection designed by Sophie. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	611 FIFTH AVENUE
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700.	PECK & PECK	260 - 4TH AVENUE EXEC. OFFICES - 6TH FL.
Thursday Sept. 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET
Saturday Sept. 7 12:30 P.M.	PREVIEW OF SUB-TEEN FASHIONS FOR FALL Showing of Bamberger's fashions for sub-teens. By invitation. Publicity: Dorothy Parr, MARKET 4-2400.	BAMBERGER'S (NEWARK, N.J.)	4TH FLOOR CHARM COURT
Sept. 9- Sept. 12	FASHION ACCESSORIES & BOUTIQUE SHOW AT N.Y. TRADE BLDG., 500 EIGHTH AVE. Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 3-7128.		
Beginning Monday Sept. 9	CALIFORNIA RESORT WEAR OPENINGS Contact: California Fashion Creators, 740 South Broadway, Los Angeles, Cal.	CALIFORNIA FASHION CREATORS	INDIVIDUAL SHOWROOMS
Tuesday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 11 3:00 P.M. Champagne	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to customers and press. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 12 12:30 P.M. Luncheon	TATIANA OF SAKS CUSTOM MILLINERY Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Thursday Sept. 12 3:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Hattie Carnegie's import collection to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 12- Sept. 22	EIGHTH ANNUAL HOME FURNISHINGS SHOW Publicity: Nan Morrison, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sept. 16- Sept. 22	NATIONAL SWEATER WEEK. Contact: National Outerwear Foundation, 386 4th Ave., MU. 3-7520.		
Monday Sept. 16 8:00 P.M.	PREVIEW: NEWLY DESIGNED OCEANIC GALLERY Preview for members only. Open to public, <u>Tues., Sept. 17.</u> Publicity: Robert Riley, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday Sept. 19 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING "Innocents Abroad"--America's Influence On Europe". Observation, demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Friday Sept. 20 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons: <u>Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers.</u> By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS	STEVENS BUILDING 1460 B'WAY - 2ND FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present their custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Friday Sept. 27 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW OF 1958 SWIMSUIT FASHIONS Preview of Cole's collection of misses and junior beachwear. Showing at 9:30 A.M. By invitation. N.Y. Contact: 1407 B'way, Rm. 2703, BR. 9-2886.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

SPRING AND RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(Earliest opening date ever for the FOGA Spring collections)

Beginning Monday Oct. 7	LARRY ALDRICH CO., INC.	.530 7th Ave. (12 Fl.)	CH. 4-1872
	BEN BARRACK, INC.	.498 7th Ave. (7 Fl.)	LO. 4-3923
	HARVEY BERIN, LTD.	.530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	.530 7th Ave. (27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	.530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	.550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	.530 7th Ave. (12 Fl.)	WI. 7-4077
	GRABOIS.	.498 7th Ave. (5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	.498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY	.498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	.498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBBER, INC.	.530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	.498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	.498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	.530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	.550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	.498 7th Ave. (10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	.498 7th Ave. (7 Fl.)	WI. 7-5374
	BEN REIG, INC.	.498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	.530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	.498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	.530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	.1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	.530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	.530 7th Ave. (11 Fl.)	CH. 4-2617
	Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...BALLET

Thursday July 18 PREMIERE: "SILK STOCKINGS" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
MGM presents an Arthur Freed production starring Fred Astaire and Cyd Charisse; co-starring Janis Paige and Peter Lorre. Music and lyrics: Cole Porter. Book of original musical play by George S. Kaufman, Leueen McGrath and Ed Burrows. Director: Rouben Mamoulian. Costumes: Helen Rose, MGM Publ.: Frances Lane, JU. 2-2000; Music Hall: Fred Lynch, CI. 6-4600.

Friday July 19 PREMIERE: "AN AFFAIR TO REMEMBER" (Movie) ROXY THEATRE, 50TH ST. & 7TH AVE.
20th Century production of a new adaptation of the movie "A Love Affair". Starring Cary Grant and Deborah Kerr, featuring Neva Patterson and Cathleen Nesbitt. Producer: Jerry Wald. Director: Leo McCarey. Costumes: Charles Le Maire. Publicity: John Springer, CO. 5-3320.

Week Of July 22 FOURTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Mon., July 22: Rise Stevens, Richard Tucker in "Carmen", Max Rudolf cond.
Tues., July 23: Max Rudolf conducting.
Wed., July 24: Henri Deering; "A Minor Piano Concerto".
Thurs., July 25: "Folk Music Festival", Franz Allers conducting.
Sat., July 27: Laurel Hurley, Frank Poretta: "Perichole"; "My Fair Lady".
Publicity: Miss Alix Williamson, CI. 6-4462.

Wednesday July 24 PREMIERE: "NIGHT PASSAGE" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.
James Stewart and Audie Murphy will star in Universal-International's first Hollywood-made motion picture to utilize Technicolor's new screen process, Technirama. Producer: Aaron Rosenberg. Director: James Nielsen. Publicity: Hilda Brennan, PL. 9-8000.

Saturday August 3 OPENING: "MUCH ADO ABOUT NOTHING" STRATFORD THEATRE, STRATFORD, CONN.
The third production of The American Shakespeare Festival at Stratford, starring Katharine Hepburn and Alfred Drake. Directed by John Houseman and Jack Landau. Performances will continue through Sept. 8, along with "Othello" and "The Merchant of Venice". Publ.: Don Glen, WA. 5-1378.

Sunday Sept. 8-15 FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET
Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and Thurs., Sept. 12: "Les Patineurs", "Petrouchka" (New Production). Fri., Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty".
Publicity: Martin Feinstein, PL. 9-6000.

Thursday Sept. 26 OPENING: "THE EGGHEAD" THEATRE TO BE ANNOUNCED
Mollie Kazan comedy starring Karl Malden and Phyllis Love. Presented by Hope Abelson. Director: Hume Cronyn. Publ.: Harvey Sabinson, CI. 6-0856.

Thursday October 3 OPENING: "A SEA SHELL" THEATRE TO BE ANNOUNCED
Shirley Ayers, in association with Max Meth, will present the Jess Craig drama. Publicity: Dorothy Ross, PL. 7-0640.

Wednesday October 16 OPENING: "NATURE'S WAY" CORONET THEATRE, 230 W. 49TH ST.
Alfred de Liagre will present Herman Wouk's new play, with Orson Bean and Audrey Christie. Director: Basil Langton. Sets and Costumes: Donald Oenslager. Publicity: Ben Washer, PL. 9-5485.

Thursday October 17 OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST.
Austin-Noyes will present the musical starring Nancy Walker and Norma Douglas. Director: Marc Daniels. Publ.: Barry Hyams, CO. 5-4784.